

Message Text

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ACTION EB-11

INFO OCT-01 AF-10 ISO-00 COME-00 SPC-03 PER-05 SS-20 A-01

ABF-01 IO-14 DRC-01 RSC-01 /068 W

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R 101131Z JAN 74

FM AMEMBASSY LOME

TO SECSTATE WASHDC 7161

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E.O. 11652: N/A

TAGS: BEXP, TO

SUBJ: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTION

REF: STATE 239800

1. TOGO, WITH POPULATION OF 2 MILLION, GNP OF ABOUT \$250 MILLION AND TOTAL YEARLY IMPORTS OF ABOUT \$85 MILLION IS TYPICAL OF MANY SMALL THIRD WORLD MARKETS WHICH ARE OFTEN IGNORED BY US EXPORTERS. IN 1971, US EXPORTS TO TOGO AMOUNTED TO ONLY \$4 MILLION, OR 5.7 PERCENT OF TOTAL, WHILE FRANCE, LARGEST TRADING PARTNER DID SIX TIMES AS WELL. EMBASSY BELIEVES THERE IS NO RPT NO REASON WHY US MARKET SHARE SHOULD REMAIN AT THIS RELATIVELY LOW LEVEL, BUT REALIZES TWO-FRONT CAMPAIGN IS NEEDED? WE ARE INCREASING OUR EFFORTS HERE TO INTEREST IMPORTERS IN US GOODS -- AND WE FIND ENCOURAGING SIGNS OF INTEREST, BUT COMMERCE WILL HAVE TO HELP STIMULATE INTEREST AT HOME.

2. WE BELIEVE THERE EXIST COMMERCIAL HOUSES, ESPECIALLY IN NEW YORK, WHICH ACT AS "EXPORT DIVISIONS" FOR MANUFACTURERS WHO DO NOT WISH TO SET UP THEIR OWN EXPORT OPERATIONS; OTHERS ACT AS PURCHASERS AND SHIPPERS FOR OVERSEAS CLIENTS. WE LACK INFORMATION ON THESE HOUSES AND THEIR AREAS OF ACTIVITY, BUT PAST EXPERIENCE IN OTHER AF POSTS INDICATED THAT SOME DEALT PARTICULARLY WITH AFRICAN AREAS. DETAILED INFORMATION ON SPECIFIC TRADING COMPANIES INTERESTED IN EXPANDING IS-AFRICAN TRADE OR REPRESENTING AFRICAN CLIENTS (INCLUDING THIRD-COUNTRY LIMITED OFFICIAL USE

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TRADERS LOCATED IN AFRICA) WOULD BE VERY USEFUL TO POSTS LIKE

THIS. EMBASSIES COULD CONCEIVABLY DEVELOP DIRECT CONTACTS WITH SEVERAL COMMERCE-RECOMMENDED FIRMS OF THIS SORT, TO EXCHANGE IDEAS ON EXPANDING US SALES AND PURSUING SPECIFIC LEADS. WHERE FIRMS HAVE LONGSTANDING TRADE HISTORY WITH CERTAIN AREA, ISSUE OF PARTIALITY NEED NOT BE OBSTACLE TO SUCH CONTACTS. TRADE LEADS WOULD, OF COURSE, CONTINUE TO BE DISSEMINATED TO ALL INTERESTED US PARTIES THROUGH USUAL COMMERCE CHANNELS.

3. WE HAVE RECENTLY IDENTIFIED TWO POSSIBLE COMMERCIAL VENTURES HERE WHICH MAY LEAD TO INCREASED US EXPORTS. WE HAVE REPORTED ON THESE SEPARATELY, BUT BOTH HAVE BEEN GENERATED BY RECENT IV GRANTEE TO US WHO HEADS GOT-BACKED CENTER FOR PROMOTION OF SMALL AND MEDIUM ENTERPRISES AND RETURNED FULL OF ENTHUSIASM FOR THINGS AMERICAN. WORKING WITH HIM, WE BELIEVE EMBASSY MAY BE ABLE HELP STIMULATE FORMATION OF LOCAL BUSINESS GROUP OR GROUPS INTERESTED IN IMPORTING AND MARKETING US VEHICLES, COSMETICS AND GENERAL HOUSEHOLD MERCHANDISE. IN ORDER OVERCOME MARKET DOMINANCE OF FRENCH FIRMS WHO, WHILE WILLING IMPORT US GOODS "EN PRINCIPE", IN PRACTICE BUY FRENCH, WE NEED TO HAVE US COMPANIES TAKE ACTIVE ROLE IN SUPPORTING AND ENCOURAGING SUCH NEW VENTURES. DECONTROL UPON RECEIPT.

DICKINSON

BT

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